

# Health Insurance Marketplace

## MARKETPLACE OPEN ENROLLMENT THEME WEEK TOOLKIT

### HEALTH CENTERS WEEK OF ACTION NOVEMBER 6, 2022 – NOVEMBER 12, 2022

This document contains Talking Points, 5 Things Consumers Need to Know, and a Social Media Toolkit and Graphics for stakeholders to use when educating consumers about the Health Insurance Marketplace Open Enrollment Period.

#### Talking Points for Health Centers Week of Action:

- Health centers deliver primary health care to the nation's underserved individuals and families, including 1 in 3 people living in poverty and 1 in 5 rural residents.
- Health centers are community-based and patient-directed organizations that deliver affordable, accessible, and high-quality medical, dental, and behavioral health services to more than 30 million patients each year that reach people experiencing homelessness, agricultural workers, and residents of public housing, especially in areas where economic, geographic, or cultural barriers limit access to affordable health care.
- Health centers continue to play a critical role in reducing long-standing disparities and advancing health equity within communities across the country.
  - Health centers provide enabling services such as health education, interpretation, transportation and outreach and enrollment assistance.
  - Health centers develop systems of patient-centered and integrated care that respond to the unique needs of diverse medically underserved areas and populations.
- Health centers can help those in their communities enroll in insurance coverage through the Health Insurance Marketplace. To find a health center near you visit: <https://findahealthcenter.hrsa.gov/>.
- Consumers who want to enroll in health coverage and see if they qualify for more affordable premiums can also visit [HealthCare.gov](https://www.healthcare.gov) or call the Marketplace Call Center at 1-800-318-2596. TTY users can call 1-855-889-4325.
- To find someone local or to be contacted by a Marketplace-registered agent or broker, consumers should visit <https://www.healthcare.gov/find-assistance/>.
- Health centers are encouraged to promote their enrollment assistance services by hosting special community enrollment events during the Open Enrollment Health Center Week of Action, November 6-12.

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## 5 things Consumers Need to Know about the Marketplace Open Enrollment:

1. **Key Dates!** The Marketplace Open Enrollment at [HealthCare.gov](https://www.healthcare.gov) runs from November 1, 2022 to January 15, 2023. Consumers who enroll by midnight on December 15 can get full year coverage that starts January 1.
2. **Coverage is Affordable!** This year, thanks to the Inflation Reduction Act, more people qualify for help purchasing quality health coverage. If you have looked for health coverage before, it is worth a second look:
  - 4 out of 5 customers will be able to find a plan for \$10/month or less after subsidies.
  - With the new law, millions of people will continue to qualify for tax credits that lower their premiums.
3. **Quality Plans!** These are quality, comprehensive health plans that offer doctor visits, emergency care, behavioral health care, preventive care, hospital care, and prescription drugs.
  - There are also new plan options that offer similar benefit designs and more pre-deductible services.
4. **More Help is Available!** Consumers can access assisters and navigators in every state on the Marketplace. To find local help go to <https://localhelp.healthcare.gov>.
5. **Sign Up for Coverage This Year!** All consumers shopping for health insurance coverage — even those who currently have coverage through the Marketplace — should enroll or re-enroll by logging in to [HealthCare.gov](https://www.healthcare.gov) and [CuidadodeSalud.gov](https://www.cuidadodesalud.gov) or call 1-800-318-2596 (TTY is 855-889-4325) to fill out an application and enroll in a 2023 Marketplace plan. Help is available 24 hours a day/ 7 days a week, it is free and assistance is available in over 200+ languages.

## Social Media Toolkit and Graphics:

Health Centers Week of Action		
POST DATES	POST COPY	GRAPHICS
Nov 06 <sup>th</sup> -Nov 12 <sup>th</sup>	A healthy you is a happy you. All HealthCare.gov plans cover ten essential health benefits, including wellness visits, preventive services, and more, at no cost. Enroll today and #GetCovered! <a href="https://www.healthcare.gov/get-coverage">https://www.healthcare.gov/get-coverage</a> #MarketplaceOE	
	Due to the new law, 4 out of 5 customers can find a HealthCare.gov plan for less than \$10 a month. Don't wait to #GetCovered by quality, affordable health coverage — Enroll today! <a href="https://www.healthcare.gov/get-coverage">https://www.healthcare.gov/get-coverage</a> #MarketplaceOE	

# Health Insurance Marketplace

Protect your health with 2023 coverage. All HealthCare.gov plans cover essential benefits like preventive services and prescriptions. Apply today and #GetCovered starting on Jan.

1. <https://www.healthcare.gov/get-coverage>  
#MarketplaceOE

Semana de Acción de los Centros de Salud		
POST DATES	POST COPY	GRAPHICS
06 de noviembre - 12 de noviembre	Un yo sano es un yo feliz. Todos los planes de CuidadoDeSalud.gov cubren diez beneficios de salud esenciales, que incluyen visitas de bienestar, servicios preventivos y más, sin costo alguno. ¡Inscríbase hoy y #GetCovered! <a href="https://www.cuidadodesalud.gov/get-coverage">https://www.cuidadodesalud.gov/get-coverage</a> #MarketplaceOE	
	Debido a la nueva ley, 4 de cada 5 clientes pueden encontrar un plan en CuidadoDeSalud.gov por menos de \$10 al mes. No espere para #GetCovered por una cobertura de salud accesible y de calidad. ¡Inscríbase hoy! <a href="https://www.healthcare.gov/get-coverage">https://www.healthcare.gov/get-coverage</a> #MarketplaceOE	
	Protega su salud con la cobertura para 2023. Todos los planes en CuidadoDeSalud.gov cubren beneficios esenciales como servicios preventivos y recetas. Solicite hoy y #GetCovered a partir del 1 de enero. <a href="https://www.cuidadodesalud.gov/get-coverage">https://www.cuidadodesalud.gov/get-coverage</a> #MarketplaceOE	